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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVII. NEW YORK, DECEMBER 2, 1896. No. 9.

To get his share of the advertising that will be done during the era of prosperity that is at hand the wise and efficient newspaper publisher will take every available opportunity to let advertisers know what and where his paper is, what sort of people it reaches and how many of them.

To do this in the most expeditious, effective and economical manner, his story should be told in PRINTERS' INK.

All advertisers everywhere read PRINTERS' INK.



Babies in Advertising

Are pretty apt to sneer at the little local paper.
So do those who consider they know all about
advertising and can never learn any more. . . .

Babies do not remain babies long, however, but
progress, even if the "know it all" fellows
continue to mutually admire themselves for
their tremendous knowledge.

The country people read the local paper, and
those advertisers who do not use it lose the
opportunity for securing a desirable and lasting
trade.

Some advertisers may not wish that trade, in
which event they are not disappointed. . . .

But those who do can only obtain it through
the columns of the local paper, for that is
the paper of the country people.

They believe in it and buy the goods advertised
therein. It is that or nothing for the country
people.

1,600 local country papers.
62 per cent only papers in their respective towns.
86 per cent only papers in towns or county seat papers.
One-sixth of all country readers of U. S. reached weekly.
One order, one electro does the business.
Catalogue and estimates for the asking.

Atlantic Coast Lists, 134 Leonard St., N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1892.

Vol. XVII.

NEW YORK, DECEMBER 2, 1896.

No. 9.

THE COUNTRY PAPER.

[Read by Miss Ella Bentley, of the Donaldsonville (La.) *Chief*, before the Western Editorial Federation, at Idaho Springs, September 16, 1896.]

In every modest hamlet or quiet provincial place,
There's a bonnie little Brownie with an ever smiling face,
Who whispers to us weekly all the news we want to hear
Of the modest lives and interests of the ones we feel most dear—
'Tis the little village paper, and its printed pages hold
For every loving patron all the wealth of India's gold,
And their mirror held to Nature never flashes back a frown,
But all the gladsome brightness of the little country town.

Afar off in the cities, with brazen clang and steam,
The daily paper's printed on soulless, huge machine.
There's no longer any devil, to the hell-box he has gone,
And the office towel in blackness is mourning all forlorn,
But the little village paper keeps its old-time customs yet,
And prints its weekly issue with no shadow of regret,
Filled up with homely interests through columns long and wide,
With a lot of comic pictures on its patent outside,
Till we throw the city daily with contemptuous murmur down
To revel in the paper of our own old country town.

Its flattery so subtle with oil and myrrh anoints,
And its editorial columns could give Solomon some points;
Its locals are absorbing, and its social resumé
Sets forth our fellow townsmen's names in dazzling array.
What if every bride is charming and every baby fine,
And all the grooms are manly? In each blurred or perfect line,
We clasp some hand in friendship, before we lay it down,
This quaint old country paper from our own old country town.

And when we leave the village to wander far or wide,
To launch our little venture on Fortune's fickle tide,
Though other joys may hold us and other loves arise,
And manhood's many troubles obscure youth's summer skies;
Tho' in some noisy city we may toil from dawn to eve,
May prosper and be happy, may lose our all and grieve,
We ever welcome gladly, through sorrow or renown,
A copy of the paper from our little country town.

ADVERTISING STEARNS BICYCLES

STEARNS ADVERTISING METHODS EXPLAINED TO A PRINTERS' INK REPRESENTATIVE BY G. H. E. HAWKINS, THE ADVERTISING MANAGER.

E. C. Stearns & Company, of Syracuse, N. Y., whose enormous plant attests the popularity of their product and the progress of the concern, are well and favorably known as makers of "The Yellow Fellow," as the Stearns bicycle is everywhere called because of its bright orange enamel.

When a PRINTERS' INK representative called at the office of Stearns & Company he was referred to Mr. Hawkins as having entire charge of the advertising department. This gentleman has had considerable experience with bicycle advertising, having previous to his connection with the Stearns preached the gospel of Victor bicycle superiority through printers' ink for the Overman Wheel Company. Mr. Hawkins has written bicycle advertisements for five or six years, and credits much of his success to the schooling of PRINTERS' INK, the Little Schoolmaster being a weekly visitor at his desk.

"How long have E. C. Stearns & Company been in the cycle trade?" was asked.

"Since 1892, previous to which time they were known as manufacturers of high-grade hardware specialties. Their rapid strides in the making of bicycles have been in most part due to their progressive advertising methods."

"How much money have you spent this season in advertising?"

"About \$75,000, considering all forms of publicity, including racing."

"Does racing and race-meet advertising pay?"

"It has surely paid us or we wouldn't use it. It has been very instrumental in introducing the Stearns,

because our wheel has a distinctive color, and can be told at sight. Then we take great care to follow up all race meets with printed matter, advertising banners and signs, all of which bear our yellow color and incorporate our catch phrase, 'The Yellow Fellow.' Besides, all our racing men are dressed in orange suits."

"What form of advertising do you consider has paid you best?"

"It is very difficult to truly trace results, but I always believe newspapers afford the best and cheapest advertising to be derived. Our agents consider our little weekly paper, called *The Yellow Fellow*, our best advertising medium."

"How is this paper circulated?"

"Through our agents and riders. It is mailed gratuitously each week to 4,000 addresses, and we know from direct inquiries that it is a paying investment."

"Do you use trade papers to any extent?"

"Yes, and consider them invaluable as a means of reaching the trade and better-informed class of riders. No firm can attain favorable notoriety and ignore its own trade papers. They are close in touch with people it pays to reach—those who

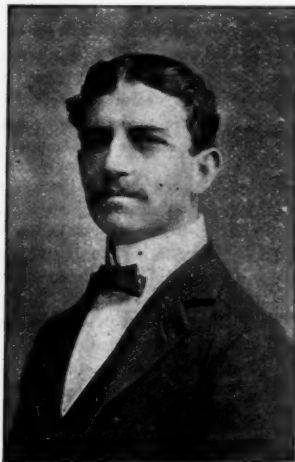
have influence and exert it according to their knowledge."

"Are you in the cycle papers continuously or only a portion of the year?"

"The year 'round in at least three or four, while during the cycling season we use all of the better class."

"How about magazine advertising? Do you have faith in it?"

"Yes, and prove our faith by our works. We have used the past season the better class only of magazines and national weeklies, this being but our second year in that field. I believe magazine advertising is expensive and has to be handled with gloves, so to speak, in order to make it pay."



G. H. E. HAWKINS.

"What do you mean by that?"

"That care must be taken to secure good positions, and the composition of the advertisement be such that it will attract attention anywhere. Much magazine advertising is simply buried."

"How do you preclude this possibility in your own case?"

"By surrounding nearly all of our announcements with our striking 'Sunlight' border, and paying great attention to effectiveness. I believe that one-half the virtue of an advertisement lies in its ability to catch the eye; the other half in its readability and power to convey information. Say something, say it effectively, say it tersely. The effect of one good point of an advertisement may often be lost by trying to make another. By the way, our 'Sunlight' border has been copied more than any other border ever designed, not only by many retailers and unknown advertisers, but by such firms as the Sunlight Soap people. It is copyrighted, but owing to the insufficient protection afforded by the copyright laws we have little redress."

"Do you believe in illustrations?"

"Most certainly, if they illustrate. They should bear directly on the text matter of one's announcement, and not be far fetched. Neither should they be funny, except in rare instances. The advertising business is a serious one, and a man looks at it from the serious side when it comes to parting with hard-earned dollars in exchange for an advertised article."

"Do you endeavor to make one feature prominent in all your advertisements?"

"We always incorporate 'The Yellow Fellow' in each advertisement, and make it synonymous with 'Stearns,' so that whenever one sees a yellow wheel his mind naturally reverts to 'Stearns' and 'Yellow Fellow.' Our efforts in this direction have been flatteringly successful, and there's hardly a man, woman or child on the continent knowing the difference between a bicycle and a tricycle, but instinctively recognizes any yellow bicycle as a 'Stearns.' We usually include one of our several catch phrases,

such as 'Ride a "Stearns" and be content,' 'Watch the sunlight glisten on those orange rims,' or 'The way to do it is to do it on a "Stearns."'"

"Do you believe in billboard and other forms of out-door advertising?"

"Yes; we have used a single and a three-sheet poster this past season, also signs along the Elevated in New York. Billboard advertising has a distinct field, and in no other way, perhaps, can a more effective impression be made. I think, however, that a few large stands are always preferable to many smaller ones, for, while a billposter may stick your one or three-sheet poster down an alley, he is obliged to give a sixteen, twenty or twenty-four sheet very prominent display. I believe we shall use larger stands another season."

"Will you kindly name the various forms of advertising you employ?"

"As the lawyers say, 'that's a lead-



THE STEARNS POSTER.

ing question.' I should, however, place newspaper publicity first, whether it consists of paid space or favorable notices from events such as our Journal-Examiner Yellow Fellow Relay across the continent, the Stearns-Sextuplet Empire State Express Race, Anderson's ride of a mile behind a locomotive in 1.03 and Neidert's ride up the Capitol steps at Washington, in all of which the 'Stearns' bicycle was used, and which gave us more free notoriety in two months than we could have purchased for fifty thousand dollars. Next I would place our weekly *Yellow Fellow* and trade papers, then magazine and national weeklies, posters, printed and circular matter, and last of all theater and other programmes."

"Do you believe at all in what is usually termed scheme advertising?"

"Not in the common acceptance of the term, but when those schemes assume the proportions of an undertaking like the Journal-Examiner Yellow Fellow Relay, I should say, decidedly, yes. Here are two scrap books full of valuable reading notices, some of which couldn't be purchased for love or money, but, coming in the line of legitimate news, were freely given. This relay was the greatest advertising scheme we ever originated, and people will not cease talking of it for a year. The New York *Journal* and San Francisco *Examiner* gave to it daily columns and pages of what is stipulated in advertising contracts as 'pure reading matter,' a form of advertising of great value, since it is so generally read."

"What other forms of this style of advertising, if any, do you use?"

"Well, the 'Stearns' is probably used on the stage more extensively than any other bicycle. We are just getting up a series of advertisements containing the photos and testimonials of such stars as Olga Nethersole, Loie Fuller, Mrs. James Brown Potter, Cissy Fitzgerald, Richard Mansfield, Robert Hilliard, John Drew and others, which, I think, will be particularly effective. This simply illustrates the fact that there's many a string to this bow of advertising success. Each channel of publicity is more or less dependent on the others, for only when systematically combined can the best and desired results be secured. I am an advocate of the theory, 'Keeping everlastingly at it brings

success,' and believe there's more in tenacity and stick-to-it-iveness than luck."

"Do you believe that next season will find the bicycle builders advertising as largely as they have the present one?"

"Yes, but they will get more returns for the money expended, as the result of a more judicious policy. Nearly two million dollars were placed in bicycle advertising this year, and a deal of it mighty foolishly. The rank and file of bicycle publicity has been pretty rank. There is room for improvement, and it is sure to come."

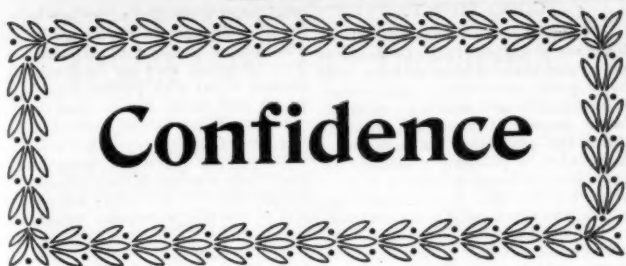
O. H.

It not infrequently happens that the columns of a newspaper are filled with advertisements all profusely displayed or illustrated with cuts, and in such cases a modest, plain card, without any attempt at display, will be attractive from the contrast.

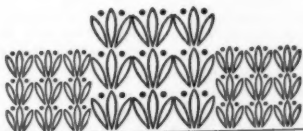
PEOPLE who buy from advertising are usually deliberate in making their purchases. They see an ad and think they will send for the article advertised, but neglect it until they see it again, and often they put the matter off for weeks. Each time they see the ad their determination to purchase the article becomes stronger, until finally they order it. If, while they are thinking it over, the ad stops running, the desire for the article fades from their minds, and the valuable results that had been accumulating are lost to the advertiser.



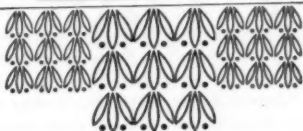
THE use of an alliterative name of three words for a proprietary medicine seems to have been a popular idea. It becomes the practice in the trade and among the people to discard the name and use only the initials. Thus we now have P. P. P. (at present called Lippman's Great Remedy), S. S. S. (or Swift's Specific for Syphilis), V. V. V. (or Varley's Vigor of Vitality), B. B. B. (or Botanic Blood Balm) and R. R. R. (or Radway's Ready Relief). It is probable that R. R. R. is the parent of the whole brood.



Confidence



THE SUN



Prosperity

GOOD ADVICE.

My experience with new advertisers leads me to suggest that the inexperienced man place his advertising with some good advertising agent—some honest agent—and benefit by what the latter knows of rates and returns. After the advertiser has acquired a knowledge of publicity promotion he may place his business himself, if he so elect, but the road to this knowledge through an agent is by far the cheapest.

The agent can help materially in the selection of mediums. There are some papers which never have and never will pay an advertiser, and again there are certain goods that can be advertised well in special mediums and others that can be advertised to better advantage in general mediums. An intelligent advertising agent knows all these things, for he has either paid for his knowledge, or, as is more generally the case, his client has paid for the knowledge he now possesses. This knowledge ought to be and is very valuable. The mistake most advertisers make is to spread over too much territory, and the shot, being so scattered, is, of course, ineffective. A small territory well worked is like a small farm richly cultivated, and a good, thriving town, with tributary territories, should afford a valuable harvest if attended to rightly. An-

other point where the advertiser benefits from the agent's knowledge is the question or problem of circulations. The advertiser new to the business, dealing direct with papers, pays high prices and never knows what he is getting. Whereas the agent has arrived at a stage of incredulity and subtraction, and is able to make pretty shrewd guesses at actual circulation, and usually pays pro rata. But should the advertiser buy circulation he may think he is getting ten million and be actually getting ten thousand, for advertising is the only commodity for which the seller does not expect to have his goods delivered and counted. The agent may not know exactly the best thing to do for any particular class of wares, but he knows what not to do, and this is worth a great deal both to advertiser and to agent.—*Fume.*

MODERN JOURNALISM.

"I shall have to mark you deficient on this exercise," said the professor of the School of Journalism to the student from Rhode Island.

"What is wrong with it, sir?"

"In describing the fight with a negro, you neglect to say that the negro was 'burly.'"
—*Town Topics.*

DESIRE, NOT REALITY.

Crummer—Do these pictures of editors kicking poets down stairs represent what actually happens?

Gilleland—No. It represents what they would like to do.—*Truth.*



rolled into a ball is the first step—the potter's deft fingers form it into lines of grace and symmetry; a second step—the artist applies his brush; a third—it is finished in the kiln. A thing of beauty is ready for the market, and the quality makes the price. Many such things are now at your disposal in our showrooms, and your Holiday Display is not complete without them. Remember, as trade-bringers, they fascinate far more than a jeweler's regular stock in trade.

LEADING MAKES.

HINRICHS,
QUILTON,
SEVIER,
DRESEN,
COPELAND
GELF.

Hinrichs & Co.,

Makers and Dealers.

29, 31, 33 Park Place, N. Y.

A CORRESPONDENT of PRINTERS' INK sends this advertisement, clipped from the *Jewelers' Circular*, and asks, "What does it advertise?" PRINTERS' INK confesses its inability to definitely state from the advertisement itself, but knows that the Messrs. Hinrichs deal in articles made of china. The Little Schoolmaster thinks this advertisement would have been a good advertisement but for its omission of an important item.

HISTORY OF THE OREGONIAN



OREGONIAN BUILDING IN 1853.

The
History of

The
Growth of

THE OREGONIAN



OREGONIAN BUILDING IN 1896.

Is the history of the growth of the
field it covers.

ITS FIELD

	Population
PORTLAND (OFFICIAL) . . .	81,342
PORTLAND'S SUBURBS . . .	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.)	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA . . .	90,000
BRITISH COLUMBIA . . .	100,000
TOTAL	1,039,142

E. G. JONES,
IN CHARGE OF ADVERTISING.



The S.C. Beckwith Special Agency,

Sole Eastern Agents,
Tribune Building, The Rookery,
New York. Chicago.

During the recent Campaign it was generally conceded that the electoral vote of the State of California would be cast for free silver; but the

Greatest Newspaper of the Pacific Coast,

— The —

San Francisco Chronicle

spread its influence throughout the entire State and achieved a grand victory for

SOUND MONEY

By this triumph in the interests of the people, the CHRONICLE has demonstrated its great worth in *standing, influence and circulation.*

CIRCULATION:

Sunday, over 75,000
Daily, . . . “ 68,000
Weekly, “ 27,000

Estimates and sample copies furnished upon application.

CHARLES J. BROOKS, Eastern Manager,

213 Temple Court, New York.

② \$7.75 worth of Christmas Joy for \$3.50

Truth's

You should take advantage of this advertisement at once, as the supply of the articles offered is extremely limited. . . .

Special Holiday Offer

"TRUTH's Famous Center Pages" are eagerly sought after by art lovers of all countries. They are never sold for less than fifty cents each, as they are printed upon specially prepared heavy plate paper, size 14x21 inches, all ready for framing, free from any publication or advertising marks whatsoever. If you will glance at the center page picture in this week's TRUTH you will get an immediate idea how artistic these pictures are and what suitable and reasonable holiday presents they will make when inclosed in a neat wood or papier mache frame.

To extend our circle of acquaintances—to further increase TRUTH'S growing family of readers—we make the following offer, good for 30 days only from this date:

Upon receipt of \$3.50

we will send, all charges prepaid, carefully packed, to any address in the United States the following:

	Regular Price.
One copy of "A Deal in Washington," by Wenzell.....	\$0.50
" " "A Draw on the Bowery," by Hambidge.....	.50
" " "A Raise in the South," by Leigh.....	.50
" " "A Bluff in Chicago," by Thulstrup.....	.50
" " "A Call in Arizona," by Redwood.....	.50
" " "A Showdown in the 400," by Wenzell.....	.50
" " "For Love or War," by Hambidge.....	.50
" " "Cranks," by Hambidge.....	.50
" " "A Toast," by Smith.....	.50
" " "The Enchanted Oak," by Johnson.....	.50
" " TRUTH Quarterly, No. 11, 48 large pages.....	.25
TRUTH for six months, postage prepaid to any address....	2.50
USUAL RETAIL PRICE.....	\$7.75

Send TRUTH, 203 Broadway, your name and address, with money order or check for \$3.50, and all the above will be sent, charges prepaid, carefully packed. Write to-day — there's no better day.

THE
DIS-
PATCH

THEY ARE
BUSINESS MAKERS.

ADVER-
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THE DISPATCH

By JOSEPH R. DUNLOP

IS

CHICAGO'S
FAVORITE
AFTERNOON
PAPER.

CIRCULATION

Increased from 67,000 to

196,000 Copies Daily

*Advertising space for sale at reason-
able, not cheap, rates.*

EASTERN OFFICE:

517 Temple Court,
NEW YORK.

HOME OFFICE:

115-117 5th Ave.
CHICAGO.

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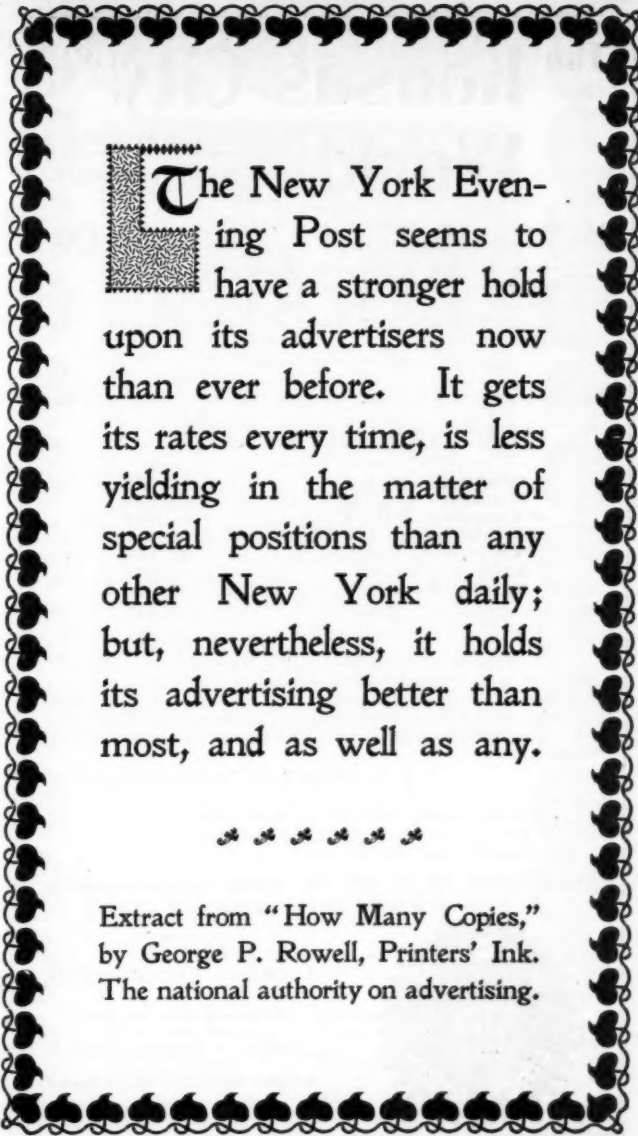
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ALWAYS
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THEY ARE
MONEY GETTERS.

GREAT
SUC-
CESS.



The New York Evening Post seems to have a stronger hold upon its advertisers now than ever before. It gets its rates every time, is less yielding in the matter of special positions than any other New York daily; but, nevertheless, it holds its advertising better than most, and as well as any.



Extract from "How Many Copies,"
by George P. Rowell, Printers' Ink.
The national authority on advertising.

The **Kansas City** **World**

Has a Circulation that
Circulates for Advertisers

Last Week's Daily Average **40,973** THE WORLD believes the circulation of **62,410**

on the day following the election was the largest output of any newspaper plant in Kansas City. It demonstrates that a live newspaper which always gives the news is always to the front. THE WORLD gives advertisers results unrivaled by any other local medium.

KANSAS CITY, MO., Nov. 9th, 1896.
For the week ending Saturday, November 7th, the circulation of the

KANSAS CITY WORLD

was as follows:

Sunday, Nov. 1,	- - -	32,060
Monday, Nov. 2,	- - -	32,150
*Tuesday, Nov. 3,	- - -	50,825
*Wednesday, Nov. 4,	- - -	62,410
*Thursday, Nov. 5,	- - -	42,160
Friday, Nov. 6,	- - -	34,600
Saturday, Nov. 7,	- - -	32,610

*Election Returns. **Total, - - - 286,815**

Daily average for 7 days, **40,973**

We, the undersigned, hereby certify under oath that the above statement of the WORLD's circulation on the days named is true and correct. And that said papers were printed and delivered to the carriers, newsdealers, subscribers and newsboys on their order. All copies spoiled in printing, or left over in press-room, are not counted in the above statement.

L. V. ASHBAUGH, Business Manager.
L. A. NOURSE, Pressman.

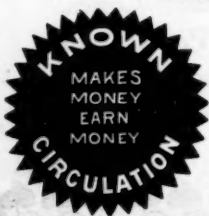
Sworn to and subscribed before me this 9th day of November, 1896.

[SEAL.]

EVORIL BROOKSHIRE, Notary Public.

My commission expires May 8th, 1898.

\$1,000 forfeit will be paid any person who successfully assails these figures.



A. FRANK RICHARDSON,

Tribune Building, New York,

Chamber of Commerce, Chicago,

Red Lion Court, Fleet Street, London,

NO-TO BAC NO-TO BAC NO-TO BAC NO-TO BAC NO-TO BAC NO-TO BAC NO-TO BAC

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NO-TO-BAC
brings its reward.
Makes weak men strong.
Guaranteed
Tobacco Habit Cure.

NO-TO BAC

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NO-TO BAC

NO-TO BAC

The reward of correct advertising is a
SUCCESSFUL BUSINESS.

The manufacturers of No-To-Bac use a full page
for a whole year in

The Vickery & Hill List

1,500,000 circulation each month.

C. E. ELLIS,
MANAGER OF THE ADVERTISING,
401-402-403 Temple Court Building, New York City.
CHICAGO OFFICE: 903-4 Boyce Building, W. J. KENNEDY in charge.
BOSTON OFFICE: 55 Equitable Building, E. R. GRAVES in charge.

NO-TO BAC NO-TO BAC NO-TO BAC NO-TO BAC NO-TO BAC NO-TO BAC NO-TO BAC

Dr. Pierce says

Penny papers have caused an increased circulation and that the papers are sold at a considerable loss, which loss is paid for by advertising. In the case of

Boyce's -Big- Weeklies

it's different. The first three years we took no ads. We make a profit on the actual sale of our papers. Our proved circulation is

500,000

Copies weekly. \$1.60 per agate line per issue. No discount.

W. D. BOYCE CO.

115 Fifth Avenue.

Chicago.

A TREATISE ON ADVERTISING.

By Henry King.

The only journal in this country in 1704, which continued for fifteen years without a rival on the continent, was a half-sheet, 12 inches by 8, with two columns to each page. Within this restricted space the editor proposed not only to print the news, but also to furnish a medium of advertising. "All persons," he gave notice, "who have houses, lands, farms, tenements, ships, goods, wares, merchandise, etc., etc., to be sold or let; or servants run away, or goods stole or lost, may have them inserted at a reasonable rate from twopence to five shillings." His advertising patronage turned out to be even smaller, however, than the cramped capacity of his paper, being confined mainly to offers of reward for the return of fugitive servants. The merchants did not improve the opportunity thus presented for increasing their trade; bargains in real estate were not proclaimed through that channel; and in a general way there was no disposition to use the newspaper for business purposes. But as time passed, a gradual change ensued in this respect. An advertising tendency was developed among those who had things to sell and those who liked to see their name in print; and it also became in some measure a point of public spirit and an impulse of benevolence to contribute in that way to the support of the newspapers, regardless to the question of personal advantage.

There are many facts of interest in the advertisements of those early times and a book might be written from them that would be more readable, if not also more valuable, than the ordinary history. They are, in fact, a legitimate part of history in its full and proper sense. If all other records should be blotted out, there would still remain in these neglected evidences sufficient information for the construction of a comparatively satisfactory account of the life of the period and the general aspect of affairs. Take a New York paper of 1775, for instance, and you will find in its advertisements alone an accurate reflection of the conditions that then existed in all important relations. One of them states that "the Committee of Inspection, having examined into the charges that James Dundas and Peter Shaw have spoken with contempt of the honorable congress and its officers, do find them

guilty, and hold them up to public view as enemies of liberty, and urge all good citizens to abstain from any dealing with them." The offenders were boycotted, that is to say; and a third one fearing the loss of his trade by the same process, "humbly acknowledges that he has spoken disrespectfully of the Hon. Continental Congress, and begs forgiveness of it and of his country, promising submission thereto."

In all of the advertisements of the merchants at that time the troubles of the country are referred to, and prompt payment of debts is urged to avert the danger of bankruptcy. The editor himself is an advertiser to this effect, saying that if his delinquent patrons do not pay up he will be obliged to stop printing the paper in a few weeks; and in another place, to mend his fortunes, he offers empty ink bottles for sale at a low price. A woman advertising a package of black mitts, pins and a cap, lost on the ferry, "hopes that no person, at a time like this, will be so lost to reason as to unlawfully detain them." There is a notice that "the new stage coaches plying between New York and Philadelphia will leave every Tuesday and Friday morning" from each of those places, "and meet that night at Princeton, exchange passengers and return, thus making the journey in two days; price 30 shillings inside, and 14 pounds baggage, with 2 pence for each additional pound." The "monthly Assize of Bread" is also advertised, fixing the price of "one loaf of finest wheat flour, 1 pound 11 1-2 ounces" at 4 coppers. The price of flour is quoted at 5 shillings, beef 55 shillings and beeswax 2 shillings, while the price of "India tea" is set at "Liberty and property." Other curious and significant things might be cited from the advertisements of this one paper, all serving to convey a distinct impression of the general situation. A paper published at Philadelphia for the week preceding that in which the Declaration of Independence was adopted contains the advertisements of a number of merchants who are anxious to sell out at cost, in anticipation of the coming of a hostile army. One offers a large stock of crockery, including many articles that would now be worth more than their weight in gold, as relics of obsolete forms of manufacture. Another advertises "Russia drilling and linens, osnaburgs and sail-cloths, cin-

namon and a few pieces of silk;" and another calls attention to his assortment of "duffles and taffetas" that must be sold at any sacrifice. An English servant girl, having two years to serve, and described as "handy, apprehensive and honest," is advertised for sale to some one living outside of the city. A gentleman lately from London wishes to teach drawing in water colors; a schoolmaster is wanted in Maryland at \$650 a year; and the loser of a silver watch says "she had a black ribbon to her and brass key and a seal in the shape of a compass." The best green tea is advertised at 32 shillings 6 pence per pound, and coarse salt at 6 shillings 6 pence a pound. Rewards are offered for deserters from the army; military books and accouterments, including swords with various patriotic mottoes on them, are advertised; and there are numerous announcements relating to changes of business on account of the war.

A comparison between the advertisements of past times and those of the present day shows at a glance the remarkable change that has taken place in the appreciation of this method of promoting business and increasing prosperity. Formerly they were of a commonplace and monotonous order, and frequently stood unchanged for a year; now they are bright, ingenious and new every day. They are written and arranged with a view to influencing the popular mind, and no other form of current literature represents a better understanding of human nature. An advertisement is worthless, of course, if it does not interest and persuade those to whom it is addressed. It must strike the average intelligence of the community in a pleasant way, or it will not pay; and so the advertiser avails himself of every expedient to make his message attractive. He is quick to detect the fluctuations of popular thought and feeling, and to utilize them as accessories of his enterprise. His finger is constantly upon the popular pulse, and his advertisements are so constructed as to suit the prevailing mood or caprice. He aims to associate his name and business with the things that everybody is talking about. His success depends, as he knows, upon his ability to keep his private concerns in the current of general conversation and inclination and he misses no opportunity of that kind.

Thus advertising columns become a

history of society in those respects which imply information as to the successive sentiments and proclivities of the masses. We can read in them the continuous story of material civilization not only, but also of intellectual effort and diversion, the variations of taste, the introduction of new opinions and inspirations, and the shifting of points of view and plans of endeavor. They tell us all about the dress, the diet, the industries, the amusements of the people. The things advertised are the things most illustrative of ordinary life, the things of first importance in the work of acquiring correct knowledge of the conditions of society at a given time in a given locality. They enable us to see what Taine calls "the living man, toiling, impassioned, intrenched in his customs," and he is the principal in the case after all. The records that omit these details are not trustworthy, because they are not complete. It is easy to conceive that a page of advertisements may be worth more in point of exact and comprehensive information as to a country and its institutions than long and profound accounts of its legislation and diplomacy. In the one instance we get simple, practical, unmistakable facts and in the other we get an ounce of such matter to a pound of tiresome, and useless pedantry.

It requires but little effort of the imagination to find in advertisements all the elements of comedy and tragedy that make up the tangled skein of life, the threads of human experience and destiny, in all the world at all times. There is much more signified by these many statements of personal interests and situations than we are apt to think, unless we stop to analyze them and read between the lines. When we consider the extent and variety of such messages, it is easy to understand that they must involve a great deal of anxiety, of romance, of vicissitude. They pertain to everything that can be supposed to touch the matter of living. There is no object, no wish, no tendency that is without expression in them. They constitute a sort of whispering gallery through which all classes make known the thoughts that are uppermost in the collective mind of the community. We may treat them with indifference if we are so disposed, but the fact remains that they have an important meaning, and that we cannot afford to disregard them in


their relation to the general scheme of civilization. They are infused with the essence of history, and the influences for which they stand cannot be put out of sight by lightly ignoring them, whatever we may think about their inferiority to the considerations upon which the historians place exclusive emphasis.

Some years ago a distinguished scholar wrote a learned address on journalism, in which he appealed to the newspapers to shut out all advertisements, and publish only news and special literature. The idea was laughed at, as he might have expected it would be, and the laughing was not all done by those who were thus asked to relinquish half of their income for the philanthropic purpose of elevating the standard of journalism. A majority of the patrons of the papers joined in ridiculing a proposition that implied the suppression of a most interesting and useful fund of information. There are as many papers bought for their advertisements as for their other contents. The pages that are filled with business announcements appeal to all persons who do any sort of trading, or desire any form of employment, or wish to make any kind of an investment; and the list of such persons is so large that the rest are hardly worth considering. It is not for the few who never read advertisements that papers are published, but for the numerous men and women who are engaged in the practical work of life, and who need just such facts as the advertisers furnish—facts that come directly home to them and help them in ways that have a vital bearing upon their plans of prosperity and happiness.

This is an age of advertising. The man who seeks customers for any kind of merchandise must do so through papers, or he will not secure them. There is no other effective way to bring buyer and seller together. It is claimed, to be sure, that advertisements are not always candid and reliable, but this is only saying that there are always some tricksters in trade. As a general rule, advertisers are honest, and the exceptions are soon found out. It is not to the interest of any reputable firm or corporation to misrepresent its wares or to practice any kind of deception in its business methods. The advertisements that pay are those that carry with them an assurance that they mean what they

say, and do not conceal a possibility of insincerity. When that quality is lacking, nothing else can supply its place, and the result is a forfeiture of public confidence and a loss rather than a gain of customers. The people who read an advertisement want to know that they can take the advertiser at his word. That is the main thing. Therefore, falsehood or duplicity in advertising is a fatal blunder; and all first-class houses strictly avoid it, both as a duty to their patrons and as an advantage to themselves—*Once a Month.*

ONE of the things which keeps a great many advertisements from being plain is the use of technical or trade terms in describing the goods advertised. A merchant knows so well what the terms mean that he thinks everybody else knows, too. How many people do you suppose really know the difference between a hand-turned shoe and a Goodyear welt? How many people know the width in inches of a No. 12 ribbon? And yet there are a great many merchants who advertise their goods in just such terms as these—terms which would be intelligible only to some one in their own business.



**Do Your
Swearing**

BY THE
GODS

THE CHRISTIAN ADVISOR,
LIFE AND INVESTMENT CO.

TELEPHONE 406

CHARLES S. MUTR,

NOTARY PUBLIC,

4224 P STREET N. W.

THIS business card of a Washington (D. C.) notary public has the advantage of novelty and attractiveness.

WHITELAW REID'S DISCOVERY.

Whitelaw Reid, owner and editor of the *New York Tribune*, is spending the winter quietly with his family at Phoenix, Ariz., where he has found the climate unexpectedly agreeable. In a letter to the *Philadelphia Times*, he says: "Eastern folks will have to form new ideas of Arizona. I am keeping house here with great comfort in a well-built brick residence, with hot and cold water, electric light and telephone, and the climate is really better than that of Cairo." Mr. Reid's health has greatly improved since his visit to the South. Any reader of this paper who wishes to become fully informed regarding the Salt River Valley for health or wealth, should address G. T. Nicholson, G. P. A. A., T. & S. F. Ry., Chicago.

A REPRODUCTION of a clever "reading notice" in the November issue of the *National Printer-Journalist*.

IS IT SO?

NEW YORK, Nov. 20, 1896.

Editor of PRINTERS' INK:

"There appears to be no bottom to the price for printing paper. No daily of good credit and large circulation now pays so much as 2 cents a pound for its white paper. The superfine extra-calendered paper used by PRINTERS' INK costs only $3\frac{1}{2}$ cents a pound."—PRINTERS' INK, Nov. 4.

This paragraph is glaringly inexact. In the first place, there is no "daily of good credit and large circulation"—I am quite sure that I speak within the facts—that pays less than 2 cents a pound for news. I believe that there is no "daily of good credit" that is paying so little. As to the "superfine, extra-calendered paper" that PRINTERS' INK is using, I have to say, that if by that language you mean a super-calendered paper, you are not getting what you think. It is a machine-finished paper, worth, perhaps, $3\frac{1}{2}$ cents a pound; certainly not more. "Superfine," as a trade phrase, is applied to high-grade writing papers. We assume that you do not use it in that sense. It is never used as interchangeable with "super-calendered," nor does it apply to printing paper or book paper. Misinformation, such as is contained in your paragraph, is hurtful to the paper interests. It is not an altogether easy matter to satisfy a dissatisfied paper buyer—who may have read your statements—that the statements are all wrong. Yours truly,

J. H. D.

WHO CAN TELL?

NEW YORK, Nov. 20, 1896.

Editor of PRINTERS' INK:

The inclosed advertisement from the *New York Evening Sun* of Nov. 19, having been pronounced utterly beyond the comprehen-

A bargain is twice a bargain when it is seasonable.

Therefore when you can buy:

CARABAGH, DAGHESTAN, SHIRVAN, GUENDJEC, and MISSOUL RUGS, 3 to 4 feet wide by 4.6 to 8.6 long, at \$4.00, 5.00, 6.00, 8.00, 9.00, 10.00 and 12.00 each, which are half as much more as usually sold, you are making a double saving.

This is the season for rug buying.

ESTIMATES MADE FOR FURNISHING AND DECORATING ORIENTAL ROOMS AND COSEY CORNERS.



A.A. VANTINE & CO.

The largest Japanese, Chinese and India House in the World.

877-879 BROADWAY, N. Y.

sion of several advertising men to whom it was submitted, is respectfully referred to The Little Schoolmaster, in order to learn, if possible, what it is all about. H. P. P.

PAT, on looking over the list of "wants," saw: "Wanted a boy to open oysters fifteen years old."

Pat—Whin an oyster gets to be fifteen years old it's toime he was killed

MAKES ADS STAND OUT.

NEW YORK, Nov. 20, 1896.

Editor of PRINTERS' INK:

This circle and brass rule arrangement is excellent for making an advertisement stand



out on the page. Of course, if many advertisers use it simultaneously, its effect would be dissipated to some extent.

JAS. MEANS.

A MORAL IN IT.

BUFFALO, N. Y., Nov. 16, 1896.

Editor of PRINTERS' INK:

Advertising has heretofore been supposed to be a hunt for customers by the advertisers. Here is a case where the operation is reversed and the customer is advertising to find the advertiser. The original advertisement

Editor "Evening News":

Some time ago (say three months) there was an ad in the *News* something like the following, viz.: "You pick out your place, we pay for it, and you pay us same as rent." Can you inform me where they are located? I think it was somewhere on Pearl or Franklin streets.

S. E. C.

Buffalo, Nov. 16, 1896.
We cannot tell you. The advertiser should repeat his advertisement.

must have been well written, for it has evidently stuck in the memory of at least one reader for some time. There are several morals hidden about this unusual notice, and the matter will bear a little thinking about.

HERBERT L. BAKER.

THE FIRST REPORTER.



"And so Noah knew that the waters were abated from off the earth."

—From Our Dumb Animals.

NOTES.

THE Chattanooga (Tenn.) *Tradesman* has the ear-marks of being one of the most prosperous, most deserving and most successful of all the trade journals.

An article, entitled "The Age of Advertisement," by M. Talmey, appears in the September issue of the *Revue des Deux Mondes*. It deals with English, French and American posters.

Scribner's Magazine announces for 1897 a series of articles on "The Conduct of Great Businesses." Among the subjects already arranged for are: The Great Department Store, The Management of a Great Hotel, The Working of the Bank and The Great Manufactory.

How is this for an idea? Paris tradesmen begin to utilize science for advertising purposes. A late notice reads: "Tea and coffee contain tannic acid, the essential part of oak and hemlock; milk contains albumen and fibrin, in the same manner as flesh and skin. Add milk to coffee and a turbidity ensues, of which each particle is a tannate of fibrin—i. e., an atom of leather. In a lifetime a man thus consumes a hundred pairs of boots; but no man could thus consume the elegant and scientific footwear only to be found at 5 Rue de ———."—*National Advertiser*.

HIGH-PRICED TALKERS.

This remarkable advertisement lately appeared in the New York *Evening Post*:

"Parrots. African gray parrots. No. 1, Major McKinley. Vocabulary unlimited, full of brilliant speeches and witty remarks, and, as his name implies, a solid gold bird; guaranteed to wear well. Price, \$600. No. 2, Duke of York; a great talker, college graduate (in English, not football), his only fault being that he never knows when to stop talking. Price, \$500. No. 3, Tom Reed; a talker full of life and go. Price, \$100. Mexican double yellow head parrot, talks well and sings part of 'Way Down on the Suwanee.' Price, \$100. G. H. Holden, 240 Sixth avenue, 15th and 16th streets."

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"CHRISTIAN-AT-WORK."

WORTH TWENTY.

J. C. Ayer Co. made this proposition to the *Independent*, of Clarington, Ohio:

"Ten dollars, net, for metal base plates to occupy eight inches average in weekly, two advertisements in each issue; position on selected page, always wholly alongside of pure reading, and either at top page with pure reading underneath, or at bottom page following at least six inches pure reading, with no medical advertisement above in same column. Also three reading notices each issue to aggregate sixteen lines among local reading matter."

W. T. Powell, publisher of the *Independent*, demurred, telling the Ayer company he thought they offered little to a paper with a circulation of 1,200. The sarsaparilla men replied that a well-known directory guaranteed the *Independent* a circulation of but 700, or 100 less than the estimate made when the last contract was signed. Besides, the advertising was worth less than formerly, on account of the hard times.

Mr. Powell is firm as a rock, refusing to give about fifty columns for \$10.—*The National Advertiser*.

COST OF PAPER.

Under best conditions it costs 1 7-10 cents per pound to make paper and deliver it to New York—*The Newspaper Maker*.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

SPOKESMAN-REVIEW.

Spokane, Wash.

ISSUE a Holiday Souvenir and make \$50 a day. Plan, lib. Cir' free. THE AD-AGE, Boston.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

SEND stamp for new sheet Christmas and other really good cuts at really small prices. R. L. CURRAN, 150 Nassau St., New York.

WANTED—For a small country village a second-hand power press, to print not more than 27x41. Address P. O. Box 445, Montreal.

THE VINDICATOR, Youngstown, Ohio, \$400 d. and 5, 6,000 w. Wants first-class advertisements only. H. D. LA COSTE, 38 Park Row, N. Y.

BRAINS wanted on seed and plant advertising. A leading house will pay liberally for ideas of value on legitimate lines. Address "CATALOGUE," care Printers' Ink.

IF you are thinking about having your paper represented in the Eastern advertising field, consult H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative.

ADVERTISING MANAGER, first class, wishes to make change. Manufacturers, who need such a man and will pay highest salary, address "EXPERIENCE," care Printers' Ink.

ADVERTISING solicitor wants to represent trade journals in Cincinnati, or any line. Eight years' experience. Address "SOLICITOR," 26 W. Court St., Room 1, Cincinnati, O.

WANTED—To lease or buy Democratic or Independent paper in thrifty Illinois town, county seat preferred. Give terms and details concerning plant. "BUSINESS," Printers' Ink.

LIVE young man, with six years' experience in the advertising and subscription departments of weekly publications, wishes position. Best of references. No objection to traveling. "K. F.," Printers' Ink.

GENTLEMAN, who has had charge of the advertising of a leading manufacturing concern, is open for similar engagement elsewhere; expectations moderate; ability first class. EDWARD MARKELL, Baltimore, Md.

WANTED—Experienced business manager for daily and weekly, town of \$5,000. Also want a good circulation man. **K. P. ELL, Printers' Ink.**

EVERY live advertiser wants to see our latest styles—Seatanick, Jensen Italic—and our latest Cushing-type pamphlet. We have produced good things, but these are better. **AM. TYPE FOUNDERS' CO.** See list of branches under "For Sale." Specimens ready at nearest branch.

MANUFACTURERS' broker. Desirable lines of dry goods, notions, cloaks, wrappers, waists, underwear, and everything for ladies' ready-made wear—wanted to handle on commission throughout West Virginia and Ohio. **C. S. JACKSON, Manufacturers' Agent and Broker, Parkersburg, W. Va.**

ILLUSTRATORS AND ILLUSTRATIONS.

BEAUTIFUL illustrations and initials, 5c. sq. inch. Handsome catalogue 10c. **AMERICAN ILLUSTRATING CO., Newark, N. J.**

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No. 2 West 14th St., N. Y. Press clippings for trade journals; all subjects; best facilities.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.**

WILMINGTON ADVERTISING AGENCY, 500 Equitable Bldg., Wilmington, Del. Conduct a general advertising business. Street cars and programmes a specialty. Write us.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MORE money in mail order business than anything else. No interference with other occupation. We tell you how and furnish everything. Samples, etc., 13c. **THE NATIONAL INST., P. I. 138, Chicago.**

FOR SALE.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. **WOMAN'S WORK, Athens, Ga.**

FOR SALE—Large stock of original plates, half tones, pen and ink and wood cuts for family and juvenile publications, at surprisingly low prices. **P. O. Box 3539, Boston, Mass.**

\$5,000 CASH or collateral will secure splendid growing newspaper and printing plant and business that will net \$5,000. If you mean business address "FINE FIELD," care Printers' Ink.

FOR SALE—An old-established printing house, with the best class of patronage. It is paying, and the business can be readily increased. It will be sold on moderate terms. Address **LAURENCE & MOTT, Newark, N. J.**

PRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more! **AMERICAN TYPE FOUNDERS' CO., Boston, N. Y., Phila., Balt., Buffalo, Pitts., Cleveland, Cin., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland, Ore., Prince.** Buy everything in one place, and save money and trouble.

VALUABLE newspaper property for sale. Owing to the inability of the stockholders to agree upon the management, I have been appointed receiver of the **Bridgeport Morning Union**, and hereby offer the entire plant for sale. It is an eight-column, eight-page daily, and has an actual circulation daily of more than double that of any other morning paper in Western Connecticut, and stands third in that respect in the whole State. It is well filled with good paying advertisements, has commodious quarters, centrally located, and is fitted up with all modern machinery. Under proper management it will earn \$5,000 a year above all reasonable expenses and salaries. Copies of the paper and other information furnished on application. **J. C. CHAMBERLAIN, 31 Sanford Bldg., Bridgeport, Conn.**

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. **45 Beekman St., New York.**

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By **REV. ALEXANDER DICK, Meridian, N. Y.**

MAIL list type and machines can be bought best and cheapest from **AMERICAN TYPE FOUNDERS' CO.** See list of branches under "For Sale."

PRINTERS.

TROW-WHEATLEY CATALOGUE COMBINATION. Home Life Building, New York.

THE LOTUS PRESS, 140 W. 23rd St., N. Y. City. (See ad "Advertisement Constructors.")

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. **PRINTERS' INK PRESS, 10 Spruce St., New York.**

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cts. **ENTERPRISE, Brockton, Mass.** Circulation 7,000.

ADVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ'n 3,000. Close 24th. Sample free.

CATHOLIC NEWS, 45,000 copies guaranteed every w.k. No sample copies. **13 Barclay St., N. Y.**

GRAND RAPIDS DEMOCRAT, leading paper in Mich., outside Detroit. **LA COSTE, New York.**

YOUNGSTOWN VINDICATOR, 3,400 d. and 8,000 w. **H. D. LA COSTE, 38 Park Row, N. Y., Rep.**

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. **LA COSTE, New York.**

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada m'thly. Sub'n \$1 per yr. 25c. line. **Cincinnati, O.**

THE GOLFER for 1897 will be invaluable to advertisers of good goods of all descriptions. This magazine has the wealthiest clientele in America. Its home patronage far exceeds any other local publication, and its general patronage embraces the leading advertisers of the highest class. If you have good goods, appealing to the better class, your advertisement should be in **THE GOLFER**. Rates of the agencies or **THE GOLFER, Boston.**

GOOD HOUSEKEEPING,

Springfield, Mass.,

gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pocket-book." One of the best mediums to reach over 50,000 families is **Good Housekeeping**.

Published monthly by **Clark W. Bryan Co.**

Address all communications about advertising to **H. P. HUBBARD, 36 TIMES Bldg., N. Y.**

HALF-TONES.

THE BUCHER ENGRAVING CO., Columbus, O., furnish best 1-col. half-tone for \$1. Send for proofs.

BILLPOSTING AND DISTRIBUTING.

HOWLAND ADVERTISING SIGN CO., Rome, N. Y., Roadside advertising a specialty.

HENRY J. BEHRENDSE, 1429 1st Avenue, Evansville, Ind., solicits your distributing for his section. Satisfaction guaranteed or no pay.

ADVERTISEMENT CONSTRUCTORS.

MOSES & HELM, N. Y.

CHARLES AUSTIN RATES, N. Y.

E. A. WHEATLEY, Specialist in Advertising, 327 Broadway, New York.

GILLMAN & SHAUGHNESSY, Advertisers, 633 & 634, Temple Court, New York. Write.

RETAIL grocers and druggists: Got what you want. Write me. **JED SCARBORO**, B'klyn.

TROW-WHEATLEY CATALOGUE COMBINATION; high-grade business-bringing catalogues. Home Life Building, New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. **CLYDESS G. MANNING**, South Bend, Ind.

I DO no work in haste. Clothing and similar lines a specialty. I furnish apt illustrations. Old ads renovated. **CHARLES H. AUGUR**, 200 Broadway, N. Y.

A D experts wanted to see a perfect example of a type advertising, called the Cushing Pamphlet. It's delightful. **A.M. TYPE FOUNDERS' CO.** See list of branches under "For Sale."

ALL the borders and type used in **PRINTERS' INK** are at the disposal of people who have their advertisements put in type by me. **WM. JOHNSTON**, Mgr. **Printers' Ink Press**, 10 Spruce St., New York City.

BAD printing conveys wrong impressions. Have the messengers of your business attractively presentable. Don't let the tale lose strength in the printing. Try ours. **THE LOTUS PRESS**, 140 W. 33d St., N. Y. City. Send for our booklet.

A "NEWSPAPER AD" and a "Handsome Booklet" are the right and left hovers when "Profitable Advertising" is trumped. **THE LOTUS PRESS**, 140 W. 33d St., N. Y. City, make handsome booklets and can help you win success. Send for our booklet, "A Monograph."

THE way to look into the future is to look backward. History repeats itself. If you want to know what a man can do, find out what he has done. If you want to know what kind of advertisements, circulars, booklets, catalogues and posters we can make, write and ask for sample of what we have done for others. We are saying freely and boldly that our work is more distinguished—it is better—it is more attractive than that of any other advertisement writers and illustrators in the world. Maybe that is pretty hard for you to believe, but facts are stubborn. They stick. Write to us when you want your advertising to be better than other people's advertising. **MOSES & HELM** (C. Dan Helm, Bert M. Moses), 111 Nassau St., N. Y.

THERE are a hundred ways to advertise. Ninety nine of them are bad for your business, and only one is good. If you have found the good way, we cannot help you very much. If your advertising is paying well—if it is bringing in more money than it costs—then all we can do is to make the advertising more attractive. But if your advertising does not pay—if it keeps costing more than it produces—we are the ones to help you turn the waste into profits. We can do it. We are doing it. We can find the one good way to advertise every good business under the sun. We can find it quicker and with less experimenting than you can. It is to your interest to know these things. That is why we tell you. It is to our interest to tell them. That is why we print this advertisement. Write to us about anything in advertising. **MOSES & HELM** (C. Dan Helm, Bert M. Moses), 111 Nassau St., N. Y.

ADDRESSES FOR SALE.

LISTS of names in any trade, in any country, \$1. Information on any commercial subject. Credit reports on firms anywhere. In U. S. \$1, in Europe \$2, in Latin America \$3. Agents everywhere. Ten years established. **ASSOCIATED TRADE & INDUSTRIAL PRESS**, Wash., D. C.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 190 Water St., New York.

TYPE—The leaders of type fashions. **A.M. TYPE FOUNDERS' CO.** Branches in 13 cities.

STEREOTYPE, linotype and electrolyte metals; copper anodes; zinc plates for etching. **MERCHANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, L'v'd, 10 Spruce St., New York. Special prices to cash buyers.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 53 weeks, for \$25, 6 months for \$13, 3 months for \$6.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.

DIRECTORIES.

AMERICAN NEWSPAPER DIRECTORY,

10 Spruce St., New York. Price \$3.

HOTEL RED BOOK: Directory of the hotels of the United States. Price \$2. Address care **GRAND UNION HOTEL**, New York.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1896, sworn circulation 4,002 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

MEDICINE.

LEONARD'S ILLUSTRATED MED'L JOURNAL, Detroit, Mich., has 10,000 each issue; proved.

MOTOCYCLE.

MOTOCYCLE, 1636 Monadnock Block, Chicago.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

GUARANTEED CIRCULATIONS

The circulation of the following papers is guaranteed by the publishers of the **AMERICAN NEWSPAPER DIRECTORY**, who will **PAY A REWARD OF \$100** in each and every case where it shall be proved that the paper is not entitled to the rating accorded.

ILLINOIS.

EIGHT-HOUR HERALD, Chicago, 17,270.

KANSAS.

TOPEKA (Kan.) ENDEAVORER, not less than 2,500

MAINE.

O. C. ADVERTISER, Norway, Maine (local), 2,340.



The success of Street Car Advertising depends principally upon the class of people who don't travel around with a newspaper in their hand. Shall we say the women?

This is a point that is worthy of some consideration. Women do less newspaper reading in the cars than men. They have more time and inclination to read the Street Car cards. They are as a rule the buyers for the family. That's why Street Car Advertising is so successful, and why, perhaps, so large a percentage of Street Car Advertising successes have been of articles used by women.

Yet Street Car Advertising success is by no means confined to women's articles; for tobacco and other articles for men's use exclusively have been sold, and sold largely, by this means. The plain truth is, it reaches the people, and if you have an article for the people's use, the good points of which can be put into a twenty-word story, you may expect success. The only thing is to get the story.

GEORGE KISSAM & Co. have got a new catch phrase: "Just tell them your short story, our cars will do the rest."

Since November 7th some \$1,000,000 worth of Street Car contracts have been closed all over the country, nearly all of which were held back to await the results of the election.

In an interview on the 8th, Mr. A. F. Petry, the manager of GEORGE KISSAM & Co., said that he had appointments ahead enough to take up a month of his time. All made before election; all conditional upon McKinley's election.

This state of affairs has been noticed in the offices of the George P. Rowell Advertising Agency. It is wonderful how the pulse of the country has been felt in this way so carefully by all the

bright business men of the country, and how the feeling of confidence has led to the re-deposit of millions of gold dollars in the savings banks, has led to the revival of manufacturing, of merchandising and of advertising.

Couldn't happen to the



**Kayser Patent
Finger-Tipped
Silk Gloves.**

Quarantine Ticket to each pair.



One of the most constant and persistent users of Street Car space is Mr. Julius Kayser, the manufacturer of the "Kayser's Patent Finger-Tipped Gloves." For years he has been steadily going on building up for himself one of the great business successes of the times. Hardly a car in America that hasn't got his card in. Such bright, interesting, convincing cards they are too. All the women read them, and all who can afford them buy the gloves.

Mr. Harry A. Taylor, of the firm, says that all can afford them, but he has not succeeded, in spite of his convincing cards, in convincing all the world and his wife—yet. Whether by reason of Mr. Kayser's good advertising, or whether just by good luck, it is a fact that of late silk gloves for summer wear have become surprisingly popular.



Quarantine Ticket to each pair.

BEAUTIFUL FEATURES

IN GLOVES ARE
GOOD FITTING AND GOOD WEARING.

KAYSER PATENT

FINGER-TIPPED SILK GLOVES

are made. They're the best that
can't wear out.

THE TIPS OUTWEAR THE GLOVES.



Colors have a great deal to do with

the success of Street Car cards. Careful investigation has proved this. Now there are three kinds of Street Car cards, classified according to their color combinations. They are: First, striking—flaring, if you please; second, eye-resting (scientifically); third, delicately artistic.

All three are pretty good in their way, all three have individually good points not possessed by either of the others, and all three, perhaps, should be used by the advertiser in alternation, to obtain the best results from Street Car Advertising. All three have their enthusiastic advocates; *i. e.*, those who use them without inquiring into technicalities, because their effects appeal particularly to them.



The most striking color combinations undoubtedly are yellow and black. This is the combination used for out-door signs, mostly by Hood's Sarsaparilla. It is used in the Street Cars by Mr. Kayser and one or two other advertisers, whose names are not so familiar.

Next to this, and not very far behind, comes red and white. This is used by Carter's Little Liver Pills. Stare at one of these cards for a few minutes and you will find the lettering literally burned into your brain.



FOR

**Biscuits
AND
Cakes**

Direct your gaze, after staring for a while at one of these cards, on a blank space, preferably white, and you will see the card reproduced with perfect distinctness and in some other color, thus showing that it had actually, to a certain extent, paralyzed the optic nerve. The effect is the same, only in a lesser degree, as looking at the sun or other strong light.



SANDOW is far and away

The strongest man living, they say;
It is possible, though, by eating

H-O

To be his equal—some day.

The drawback of these colors is that they attract and stick out, and are remembered. According to physicians and observers blue is the most soothing and healthful color for the eye. It is also a good strong color, possessing strong power of contrast, and blue and white is, therefore, from the point of view of the advocates of the rest idea, the ideal combination for Car cards.



The Britisher, too, don't you know,

Used to think, but a short time ago,

That a breakfast should be,
Of toast, muffins and tea,

But now, he will have his
"H-O"

If you will notice a Street Car full of travelers you will often see the eyes of the people wander from card to card, lingering finally, as if for rest and recreation, on those cards which, unconsciously, they feel soothe their optic nerve.

Black and white form a good combination of two colors.



Said a maiden who favored Yale's blue,

To one who to Princeton was true;
"Yale's eleven they say,

Eat H-O every day,

So at foot-ball the orange subdue."

The third kind of card is the artistic card, and of this GEORGE KISSAM & Co. have been very successful in getting up some good samples for such of their customers as use them.

The artistic card in almost any combination of colors is a rest to the eye and brain. Of course, being artistic, it will hardly be in yellow and white, for that is not an artistic color scheme, especially if there is a great deal of color.

So this is the philosophy of color in Street Car cards. There's more in it than appears at first sight. It is at least worthy of some consideration by the careful advertiser.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

[37] Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

[38] For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

[39] Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at same rate.

[40] Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

[41] If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, DECEMBER 2, 1896.

ARTICLES that appeal to the masses are far more profitable to advertise than any other.

THE Order of Chosen Friends publishes two newspapers, whose combined circulation is 1,320 each issue.

TAKE all the advice on advertising you can get; but don't act on it unless it appeals to your own judgment.

ADVERTISING in newspapers is not worth half as much per line per thousand circulation as it was thirty years ago.

THE best thing that can be done with an advertisement is to make it sound like a plain, straightforward talk.

THE desire for low prices is at present universal. Advertising consisting chiefly of special offers is eagerly read. Bargains are the order of the day.

IT is wise to treat with caution all claims of large circulation put forth in favor of journals which are poorly printed, either by fault of composition or pressman.

TRAVELING men always prefer to work for houses that are good advertisers. They know that persistent advertising increases their chances for securing trade.

IT is of no use to say in your advertisements "Look For Our Trade-Mark" if the advertisement does not contain a picture of the trade-mark, because the reader will not know for what to look.

THE people who have but little time to read advertisements are the very persons whom the advertiser strives most to interest. Consequently, every advertisement should be short and to the point.

THE cheapest advertising is that which gives the largest amount of results in proportion to the amount expended. It is no use getting a lot of advertising at a cheap rate that results in little or no business.

TRADE-MARKS may be registered at the Patent Office for a fee of twenty-five dollars. Every trade-mark is likely to become valuable in course of time, and every intelligent advertiser thinks the incidental expense of small moment.

IN the selection of pictures or cuts too much attention cannot be displayed in choosing those that possess point and, above all, are artistically good. Caricatures, distorted figures and poorly drawn attempts at humor display the worst possible taste and should be shunned.—*Men's Wear*.

EVERY man who has made a success in advertising has been a theorist first. He became a good advertiser by putting good theories into practice. The theory is the working plan; the practice is a realization or working out of the plan. Without a good working plan success is improbable.

TO ACKNOWLEDGE one's self ignorant in advertising is the first step toward true enlightenment in the subject. As soon as a man ceases to become a "know it all" he becomes an inquirer; and inquiry never fails to bring information. Desire for information is the father of enlightenment.

QUALITY of circulation rests largely upon sentiment and individual judgment, which are unsafe grounds upon which to rest the expenditure of large sums of money. We find it an exceedingly difficult thing to estimate in money value the difference between the quality of circulation of four or five good metropolitan dailies, but one can estimate with exactness the difference in value between two good metropolitan dailies, one of them having a circulation of 10,000 and the other a circulation of 50,000.—*Victor F. Lawson*.

PRINTERS' INK solicits copies of advertisements which its readers consider meritorious, curious or otherwise worthy of mention. It may not be possible to use all that its readers send, but every sender can be assured in advance of the Little Schoolmaster's thanks whether the ads sent are reproduced or not.

ALMOST eighteen hundred newspapers contributed free space to advertise "Field Flowers," a volume of selections from Eugene Field's poems, the proceeds of which are to be used in erecting a monument to the "poet of childhood." Eight hundred of these papers had a circulation of over 5,000 each, such publications as the *New York Journal*, the *Ladies' Home Journal*, the *Review of Reviews* and the *Outlook* being among the number. Eighteen hundred publications were applied to, and of these less than a dozen refused to donate space.

A TESTIMONIAL has double value when the person giving it is prominently in the public eye at the time. The proprietors of Johann Hoff's Malt Extract recognize and act upon this fact. At present they are running a testimonial from Mr. Hanna, whose name appears almost daily in the newspapers. Recently, during Li Hung Chang's visit to this country, the malt extract people circulated extensively a testimonial secured from the viceroy. The great popular interest in the noted Chinaman must have given the advertisement far greater effect than would otherwise have been possible.

IN the *London Standard* of Nov. 5 appears an advertisement of a new song called "He Wants Some More," sung by one Arthur Roberts, who is apparently a popular English actor. The song is founded on the well-known H-O poster, the two stanzas which are printed in the advertisement reading as follows:

Glance at the posters as homeward you go.
You'll see a bill advertising H-O;
Depicted thereon is a youngster, a boy,
Whose face bears a look not expressive of joy.

CHORUS.

He wants some more, poor little chap,
He wants some H-O, instead of some pap.
He wants some more, don't let him cry,
Dreaming of H-O he'll go to by-by.

The poem is evidently not Tennysonian in its lyric quality, but that hardly affects its value as an advertisement of the H-O preparations.

THE ability to make an interesting popular publication without the use of illustrations is very rare. It has been successfully achieved by Dr. Frederic M. Bird, the editor of *Lippincott's Magazine*. The continued excellence of this publication grows upon one with the reading of each succeeding number. Sprightly and popular in style, it differs greatly from other "popular" magazines, in that its articles are short and condensed, and worth reading, while its complete novel is probably a feature appreciated by many. The whole publication has an indescribable flavor of its own. It is the favorite monthly of a host of working journalists, just as the *New York Sun* is their ideal daily.

THE advertising of dictionaries and encyclopedias promises to be a far greater feature of newspapers in the future than it has been in the past. For years the Webster Unabridged (now the International) and Worcester were the only dictionaries advertised, while to-day, in addition to these, we have the Standard and the Century, as well as a score of others that do not stand in the same class. In the case of the cyclopedia, the Britannica and Chambers, while still the standard works of their class, are not so extensively advertised as a dozen or more of inferior compilations which are supposed to be selling rapidly. The probability is that the standard cyclopedias will soon find it advisable to increase their advertising appropriations. Competition promises to become more keen as time progresses, and the newspaper world will reap the benefit of the increased advertising.

FULL POSITION.

Office of ANGER CHEMICAL CO. }
BOSTON, Nov. 18, 1896. }

Editor of PRINTERS' INK:

What is "full position"? There is quite a difference in our idea and that of one of the newspapers in which we are advertising. We should like to know just what we are entitled to when full position is called for. Yours truly,
ANGER CHEMICAL CO.

This inquiry was submitted to Mr. E. F. Draper, treasurer of the Geo. P. Rowell Advertising Co., who responded as follows: "The term 'full position' is generally understood to be, and is, a double position; that is to say, top of column and next to reading matter, or first following and alongside reading matter."

HERE, THERE AND EVERYWHERE.

By Free Lance.

There is no conflict between advertising theory and advertising practice. Practice based upon right theory must itself be right, and result advantageously as far as it goes. An advertising theory that will not work in practice is either wrong in itself or wrongly applied.

* * *

The great proportions which the adwriting business has assumed is well illustrated in the operations of a certain well-known adwriter who shall be nameless. This adwriter is said to have a clientage of twelve hundred retailers, paying him an average of thirty dollars annually for supplying a weekly change of ads. The number is being constantly increased, canvassers being engaged in inducing merchants to subscribe to the system, which enables them to put forth attractive announcements at little cost. The aggregate salary of these canvassers is said to range between three hundred and five hundred dollars a week. The field is practically limitless, and the adwriter in question is reaping the benefit of having been the first to recognize its great possibilities.

* * *

This is the day of the young man in business. You see him everywhere, occupying positions of trust and responsibility. At first the business

world looked askance at his entrance; but soon it learned that he was an acquisition. Without a too great reverence for experience or precedent, the young man of to-day is still a safe and conservative business man. He supplies an element of dash and enterprise of which older men, no matter how progressive, are incapable. He is full of ideas, is always ready to listen courteously to advice, but makes a point of following only that which seems good to him. In advertising circles the young man is especially prominent and ubiquitous. At a recent gathering of adwriters it was discovered that the majority of them were between twenty-five and thirty-five years of age. But they were all bright, progressive men, many of them writing and placing advertising involving the expenditure of thousands of dollars annually. Verily, the young man's star is in the ascendant.

ONE REASON.

"One reason why some smaht men doan git along faster," said Uncle Eben, "is 'case dey loses time showin' off how smaht dey is, 'stead o' trabblin' right erlong."—*Washington Star*.

* * *

AN EARLY BIRD.

Old Bullion—What! You wish to marry my daughter? She is a mere school girl yet. Suitor—Yes, sir. I came early to avoid the rush.—*Modes and Fabrics*.

A DOUBTFUL CASE.

Parkrow—I write jokes for a living. Pennibs—Is that a boast or an appeal for charity?—*Truth*.



AN EYE-ATTRACTING ADVERTISEMENT.

The St. Paul Dispatch

Guarantees

that its daily circulation exceeds the combined circulation of *all other* St. Paul dailies by over

6,000 copies

It has **21,000** more circulation than any one other St. Paul daily.

Its average circulation for each of the first 10 months of 1896 was as follows:

Average circulation for January, 1896,	31,705
Average circulation for Feb., 1896,	32,122
Average circulation for March, 1896,	31,191
Average circulation for April, 1896,	32,946
Average circulation for May, 1896,	33,325
Average circulation for June, 1896,	33,508
Average circulation for July, 1896,	34,842
Average circulation for Aug., 1896,	36,286
Average circulation for Sept., 1896,	37,171
Average circulation for Oct., 1896,	36,290

Average for first 10 months of 1896, 33,938.

Detailed sworn statements of above stated circulation for each month furnished at the office of

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

The

Cincinnati Commercial Tribune

Guarantees to advertisers, except on Sundays, twice the circulation of any other morning paper in Cincinnati.

It is recognized as the leading Republican paper of its State and of the Ohio Valley, and sells a greater number of copies daily than any other morning newspaper published in the Central Western States outside of Chicago and St. Louis.

Its full and complete news reports, able editorials and entire freedom from all objectionable matter have made it the

FAVORITE FAMILY NEWSPAPER

of its section. It is also the only two-cent morning paper in its territory.

Sample copies, advertising rates or other information on request.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps **PRINTERS' INK** (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of **PRINTERS' INK**.

There is an enterprising carpenter up in Portage, Wis., who is setting other carpenters a good example. He runs advertisements like the following in the Portage *Daily Register*:

Going to Build?

Perhaps I can help you. I am willing to try. Glad to furnish

ESTIMATES FREE,

Whether it is a house or a summer porch, or a sidewalk. I have more than 400 plans of

HOUSES AT \$200 TO \$8,000,

And just as much care and attention goes into a \$200 house as in the \$8,000 mansion. No matter what the job costs, I do the work right. Besides

YOU SAVE MONEY

—from 20 to 25 per cent—on the cost when I do the work. I want to figure on everything you have in the Building Line. If I do you will save money and the work will be done right.

A postal card will summon to your service full information and estimates when wanted. No job too small; none too large.

WM. L. PREHN, Carpenter and Builder,
WEST CANAL STREET.

The \$15,000 worth of buildings done by me last year shows for itself. The fact that I was chosen inspector on the new \$35,000 High School testifies to my ability.

Mr. Prehn says these ads pay him. They are good ads, and similar ads ought to pay a master stone mason, a master brick layer or a master mechanic of any kind.

* *

Kitselman Bros., of Ridgeville, Ind., send to farmers cards bearing the following information:

INFORMATION GOLD! Worth Its Weight In

For your name and address on a postal card, we will tell you how to make the best wire fence on earth, horse-high, bull-strong and pig-tight, at the actual wholesale cost of wire.

KITSELMAN BROS.,
BOX B., RIDGEVILLE, IND.

"Horse-high, bull-strong and pig-tight" is good. It is calculated to hit the mark with a farmer.

* *

"Angels and ministers of grace defend us!" Can this be a fair sam-

ple of the far-famed Wanamaker advertising?

"THE NEXT STOP IS AT WANAMAKER'S."

Thank you, Mr. Broadway Car Conductor, for your polite speech all day long as you approached the center door.

You have spoken our thoughts as well as we could do it ourselves.

Even if you do empty your cars coming and going at our front door, you take people away again a great deal happier for the hour spent with the new things in the old store come to life again.

But it is not only the middle-of-the-road man who is saying "the next stop is at Wanamaker's." Evidently there are a great many others saying it to those who come by carriages to the Tenth Street door, and by the Third Avenue Elevated into the Fourth Avenue doors from Brooklyn, and from out of town via Grand Central Station, and by the cross-town cars from the ferries.

How convenient it is, after all!

How roomy for carriages on the three wide streets!

Silks and Satins and shoes and goods of every kind, good kind, are here in proper order, but the goods must speak for themselves, unless you choose to start us talking about them.

We did print on Saturday the size in dollars of our two retail stocks in order to show the fullness of our preparation to serve our customers, but, true as the sun is, had we seen it again before going to press, we would have crossed it out and waited for you to find out our readiness by experience.

This is not goods week, but guest week, finding out week.

There must be room in great growing New York for a new store as good as this one once was—we will try to make it better.

JOHN WANAMAKER,
Formerly A. STEWART & Co.,
Broadway, Fourth Ave. Ninth & Tenth Sts.

Isn't this a little bit mushy? It's real ladylike of Mr. Wanamaker, though, to give the car conductors the "glad hand." * *

The job office of the Waterville (N. Y.) *Times* runs the following ad:

"BILL NYE"

is not even a particular friend of Bill Heads, but "Bill's" writings are more in demand than other bills unless it is bank bills. We are prepared to print bill-heads, note and letter-heads on short notice and in a first-class manner on the best of stock. Call and see samples.

I have said before that I am never

greatly impressed by ads that aim to be funny. If the *Times* would talk straight printing, and not bother about Bill Nye, I believe their ads would make a more favorable impression upon the business public. The idea that it pays to be funny in an ad probably has its origin in the fact that successful drummers are frequently those who are the best story tellers. That's all right with a drummer, because he can measure his man and also his mood. It isn't so with an advertisement. An ad must suit all kinds of men and all kinds of moods. If there is to be any fun in an advertisement I don't think it should be in the letterpress. It's well enough to have a quaint picture, with a catch-line of double meaning, that applies both to the picture and the business matter in hand. I don't believe it pays to go any deeper than that into the funny business. Of course, where the advertiser is addressing a special line of people with whom he is thoroughly acquainted it may do to depart from this rule.

* *

A Cleveland house recently ran the following advertisement in the *Cleveland Leader*:

SPECIAL SALE

OF

Five Dollar Gold Pieces

Saturday Morning from 9 to 12 standard
we will sell as a Souvenir of the

● GRAND OPENING SALE ●

of the Big Department Store, Bright New

\$5 GOLD PIECES FOR \$4.75.

EVERYBODY COME.

L. A. BAILEY, The Big Department Store.

Now, honestly, I don't think this ad would take me across the street. I think that the majority of people would feel just as I do about it. I would wait until after the opening, and ask somebody who had attended it what kind of a fake it turned out to be. I may be mistaken. It may be that Mr. Bailey really sold \$5 gold pieces, United States coin, for \$4.75 for three hours straight. It may be that the ad means just what it says; the fact remains that even then it isn't a good ad, for the reason that it impresses one as a "fake" or a "catch." Moreover, Mr. Bailey isn't a "Money Broker," but the proprietor of a big

department store. That being the case, he will not add anything to his reputation by selling \$5 gold pieces for \$4.75, even if he does it all night and all day.

* *

I call this a good summer ad. It brings up a pleasant picture of summer comfort, and quotes prices. It would have been better if it had told a little something more about the hammocks. For instance, I don't exactly know what a Mexican hammock is. I think it would be just as well to tell in the ad, for there are probably thousands of others like myself who might buy a hammock, and who would be interested in a little advance information about them:

A novel, a hammock and good things to drink go far toward making hot weather bearable. We're not responsible for the book—perhaps we can help you with the rest.

HAMMOCKS.

Good substantial woven ones for ornament, comfort and wear, \$2.75 and \$3.25. Mexicans, 75c. and \$1.

LEMON JUICE EXTRACTORS.

That extract all the juice without making it fly—and strain out the seeds. Made of glass to rest on the top of a tumbler. 10c. each.

CORK SCREWS.

Williamson's—the best made, well tempered, well finished. About a dozen styles for pocket, picnic or home use, 15c. to 50c.

YOU CAN MAKE "NOTOX"

in the time it takes sugar and water to mix—that isn't too quick sometimes.

Raspberry, Orange, Claret and Wild Cherry flavors.

Others like it 25c. for bottle that makes 3 gallons.

S. R. DEAN.

* *

S. V. B. Swann writes to ask me if I think it was good judgment on the part of the adwriters of the dry goods houses of New York to notice the ads which appeared announcing the opening of a new concern—Siegel-Cooper Co.—and in referring to them in a sarcastic manner. He calls attention to one house which said in its advertisement that "its reputation was not made in a day," evidently meaning that the reputation of Siegel-Cooper Co. had been made in a day. I have expressed my opinions on this point many times. It's the worst kind of policy for a business house to pay good big rates for advertising space and then use it in advertising a com-

petitor. It doesn't make any difference whether the competitor is a new-comer or an old stayer. It's all the same. Any reference to a competitor is an ad for that competitor. The fact that the reference is abusive doesn't make any difference, for the reason that ad readers are shrewd enough to understand that any bitterness of this kind is the result of jealousy and competition. P. T. Barnum used to ask the newspaper men to say something bad about him if they couldn't say something good. If I ran a department store I would feel the same about my competitors. I wouldn't ask for anything better than to have my competitors buy big space in all the dailies and then devote it to abusing me the whole year around. I would consider it a good thing and count it as so much saving on my advertising. I think I would cut my space and let them go it. It isn't policy to even insinuate anything against a competitor.

.

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—Ed. P. I.]

For a Flour Store.

Something Startling!

POSITIVELY FOR 10 DAYS ONLY.
If you leave your order before

— I will send you a barrel of the best flour for \$—

If you want to try it before ordering a barrel I will sell you a 7-pound bag for — cents, a 12-pound bag for — cents, a 24½-pound bag for — cents. Remember that I guarantee every bag or barrel to give perfect satisfaction, and offer it at this price as an advertisement.

Now is your chance to lay in your winter's supply of flour, but you must order before — to get it at this price.

For a Clothing House.

TROUSER UP!

An extra pair of trousers is a good thing to have around the house, for trousers need rest as well as a man; and then, d'you ever think what would happen if the pair in use should get lost or stolen?

We make trousers to measure—trousers that fit and hang well, and never lose their identity.

—, \$—, \$—, and on up to \$—.

They're cheaper than ready-made.

Remember our tailoring department, we're busy now. Maybe we won't be when you need us.

For Furniture.

FINE FURNITURE

in every conceivable pattern to suit all tastes. A short time spent looking over our line will convince you that we have the goods and sell at prices that catch the orders.

Don't forget that our Furniture is now selling for a mere song in order to close out every piece. Our goods are made in the very best manner and finished to the queen's taste.

For Men's Furnishing Store.

Shirts That Fit.

All men are not built alike or all shirts would fit. There must be different standards of measure than merely the size collar you wear.

Our shirts are in different lengths of sleeve, different slope of shoulder, etc., besides, THEY FIT.

And quality and price are as satisfactory as the fit.

Let us have your order for one shirt, at least.

That will convince you.

For Men's Furnishings.

Hooks and Crooks.

"Just as well be out of the world as out of style."

Your outfit will be a misfit minus one of our

"PROPER CAPER" CANES, Congo, Weichsel, French Laurel and Accacia Woods.

50 Cents Up.

For a Clothing Store.

That Overcoat.

Feel chilly around the elbows and across the back, do you?

Perhaps last year's coat doesn't look just as you'd pictured it would.

Suppose you drop in and see what handsome garments we have here waiting for you. Surprising results for a few dollars. It costs nothing to look.

For a Furniture Store—(By B. V. King).

KNOCKING

AT YOUR DOOR!

We want to sit down with you—in the front room—where it's quiet—and talk for a few minutes about Furniture and Carpets. We don't care how much or how little you earn each week, we know that you are willing to save money—wherever there is a chance; you are willing to be accommodated in the matter of payments—when such accommodation is free. That's why we've knocked at your door—to tell you that we've got more Carpets and a greater variety of patterns than any other house in town—that we've got just as fine Furniture as is made in America, and, best of all, we are selling it on credit—for less than the lowest cash prices elsewhere. We make and lay the Carpet free—no charge for waste in matching figures.

YOUR CREDIT IS GOOD.

BRIGHT SAYINGS OF ADVERTISERS.

We know how to put in style without putting in cost.—*Rogers, Peet & Co.*

Give ear to the plain facts about Pearlline, and then give Pearlline a chance to prove them, by giving it a fair trial.—*James Fyle.*

YOUR cough, like a dog's bark, is a sign that there is something foreign around which shouldn't be there. You can quiet the noise, but the danger may be there just the same.—*Scott's Emulsion.*

A COUGHER's coffers may not be so full as he wishes, but if he is wise he will neglect his coffers awhile and attend to his cough. A man's coffers may be so secure that no one can take them away from him. But a little cough has taken many a man away from his coffers.—*Ayer's Cherry Pectoral.*

SOME people want silver,
While others want gold;
Still others want both,
All their pockets can hold.

Our watches are made
Of both metals, and we
Will take either metal
For pay, don't you see.
—*Hugh Bolton, Youngstown, Ohio.*

NO FINANCIER.

"Look here," said the city editor to the new reporter, "you allude in this story to Mr. Roxwell as a financier."

"Why, he handles a great deal of money."
"I don't care if he does. I don't want you to call him a financier. He hasn't any side whiskers."—*Washington Star.*

DIDN'T KNOW.

Mother—I am glad to hear that you went to church to-day. What was the sermon about?

Adult Son (a reporter)—I don't know, mother; I haven't written out my notes yet. *Exchange.*

HIS WANT.

Editor—I suppose you think your poems will fill a long-felt want?

Poet—No. If I did I would eat them.—*Town Topics.*

WRECKED IN THE MAD RUSH.



Jones—Railroad wreck?
Smith—Nope. Department store cheap bicycle sale.—*New York Evening Wor.d.*

WINDOW CARDS ON STATE STREET, CHICAGO.

"The proper velvet and corduroy waists at the proper price."

"Now is the time and this is the place for winter furs."

"Come in and see to what low prices curtains have dropped."

"Lace loveliness. High novelties in evening effects."

"Muscle development and money saving go hand in hand here." (Athletic goods.)

"Don't you care if we do lose on these bargains."

"Try a set of these pajamas for that tired feeling."

"A penny for your thoughts; what do you think of these at 49c.?"

"Now that you're interested come in and see us."

IT MADE THEM CHEER.

"At the very entrance to New York harbor you are confronted by what it would be discourteous not to presume the largest advertisement in the world. H-O is its simple legend." Two great chimneys towering 275 feet heavenward, advising the world, in letters thirty feet high, to eat "H-O," are what occasioned the remarks here quoted from the London *Daily Mail*. Saturday the advertisement was alive with patriotism. Stretched from chimney to chimney, floating proudly in the breeze, was probably the largest American flag of all the thousands of flags which radiated New York. From the decks of the New York and Campana crowds of Americans lustily cheered the patriotism and the advertisement.—*Pittsburg Leader, Nov. 10.*

NO TIME.

"Some folks," said Uncle Eben, "talks 'bout de wuhk dey hab done in de pas'. Some folks talk 'bout de wuhk dey's gwine ter do in de future. But de man dat's re'lly doin' somefin' right now, he ain' got time ter say er word."—*Washington Star.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 13,000 daily.

MICHIGAN.

GRAND RAPIDS DEMOCRAT covers Western Michigan.

MISSOURI.

COVERS the field—St. Joseph HERALD—8,000 d., 8,000 s., 8,000 w. LA CROSSE, New York.

GAZETTE, West Plains, Mo., leading paper in G. county. Best farming and fruit-growing district in West. Write for rates.

NEW JERSEY.

MONMOUTH COUNTY is one of the richest agricultural counties in the United States. The Red Bank REGISTER's circulation is the largest in the county. Rowell guarantees it.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 188, Daily, 8,745; Weekly, 4,600. More circulation weekly than all the other Binghamton weeklies combined. **THE S. C. BECKWITH SPECIAL AGENCY**, Sole Agts. Foreign Advertising, New York and Chicago.

NORTH CAROLINA.

ADVERTISERS want the best. The **Charlotte News** has the largest circulation of any daily paper, and the **MECKLENBURG TIMES** has the largest circulation of any weekly paper, in Mecklenburg County, population over 50,000. Rowell's Directory says so. Rates are reasonable. For further information address **W. C. DOWD**, publisher, Charlotte, N. C.

OHIO.

LEADING daily and weekly papers in Eastern Ohio. **THE VINDICATOR**, Youngstown, 3,400 d., 8,400 S., 6,000 weekly. **LA COSTE**, New York.

PENNSYLVANIA.

INTELLIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1884; stanchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. **PASCHALL & CO.**, Doylestown, Pa.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Sunday twelve pages and Weekly eight pages. All live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Spec. Ag'cy, sole agents.

VIRGINIA.

LYNCHBURG NEWS: only morning paper; 25,000 population; established 1865; daily, 2,500; Sunday, 2,600; weekly, 3,000. Let us submit prices and papers for examination. Leading paper west of Richmond. **H. D. LA COSTE**, 38 Park Row, New York, Manager Foreign Advertising.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

SUPERIOR TELEGRAM, 5,500 daily, every evening except Sunday. Associated Press Franchise (operator in its own building); Mergenthaler typesetting machines; has its own artist. Largest circulation in Northern Wisconsin. Prices for advertising of **H. D. LA COSTE**, 38 Park Row, New York, Special Newspaper Representative.

CANADA.

\$6.00 A line yearly. 30 best papers in Prov. Quebec. **E. DESBARATS**, Ad Agency, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 95 per cent extra for specified position—if granted. Must be handed in one week in advance.

Lynchburg NEWS {2,600 D. & S.
{3,000 Weekly.

The Evening Journal,

JERSEY CITY, N. J.

Average Daily Circulation for 1895,

14,362.

Guaranteed by American Newspaper Directory.

'FISHERS OF MEN'

The shrewd advertiser who drops his line into the Jackson, Tenn.,

..WHIG..

is sure of a good catch. Only morning paper in a radius of one hundred miles—a veritable Alexander Selkirk in its territory. Jackson is an up-to-date city of 18,000 inhabitants without a claim or a mummy. It is a manufacturing, railroad and educational center and the trading mart of 300,000 people of snap, push and cash.

The **WHIG** is the key to the situation. **L. J. BROOKS**, Prop'r, Jackson, Tenn.

H. D. LA COSTE.

EASTERN REPRESENTATIVE, 38 PARK ROW, N.Y.

R.I.P.A.N.S

Packed Without Glass.
TEN FOR FIVE CENTS.

This special form of **Ripans Tabules** is prepared upon the original prescription, but more economically put up for the purpose of meeting the universal modern demand for a low price.

DIRECTIONS.—Take one at meal or bed time or whenever you feel poorly. Swallow it whole, with or without a mouthful of water. They cure all stomach troubles; banish pain; induce sleep; prolong life. An invaluable tonic. Best Spring Medicine. No matter what's the matter, one will do you good. One gives relief—a cure will result if directions are followed.

The five-cent packages are not yet to be had of all dealers, although it is probable that almost any druggist will obtain a supply when requested by a customer to do so; but in any case a single carton, containing ten tabules, will be sent, postage paid, to any address for five cents in stamps, forwarded to the **Ripans Chemical Co.**, No. 10 Spruce St., New York. Until the goods are thoroughly introduced to the trade, agents and peddlers will be supplied at a price which will allow them a fair margin of profit, viz.: 1 dozen cartons for 40 cents—by mail 45 cents. 13 dozen cartons for \$4.32—by mail for \$4.45. 5 gross (750 cartons) for \$20.50. 25 gross (3,500 cartons) for \$100. Cash with the order in every case, and freight or express charges at the buyer's cost.

SUPERIOR TELEGRAM.
West Superior, Wis. 28 Park Row, New York.

NO TAX ON AGENTS.

Get the law. 18 Copyrighted Decisions for One
Time. THE SUN, Randolph Building, Station
C, Philadelphia, Pa.

DEAF We'll send list of aids for hearing.
CLAFLIN OPTICAL CO., Wash., D. C.
MAIL TOPEKA, KANSAS

Circulation 7,400 guaranteed—larger circula-
tion than any other Kansas weekly. For rates,
etc., address C. Geo. Krognese, Marquette Bldg.,
Chicago, Ill., Western Agent.

THE ARGONAUT

is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-to-do families of the Pacific Coast. Over 18,000 circulation. Argonaut Building, 246 Sutter Street, San Francisco.

The very best
family news-
paper in
Northwestern
Missouri.....

HERALD
St. Joseph
(Mo.)



Daily 8,000 Sunday 8,000 Weekly 9,000

Anzeiger... Des Westens

ESTABLISHED
1834

THE GREAT GERMAN-AMERICAN
PAPER OF THE WEST AND
SOUTHWEST

DAILY, . . . 8 pages
SUNDAY, 24 to 32 pages
WEEKLY, . . . 12 pages

The leading, the foremost German daily of St. Louis—
its circulation by far exceeds that of all the others.
The Anzeiger des Westens pays more postage for its issue
through the mails than any other German paper in St. Louis.
The Anzeiger des Westens covers the German field of the
West and Southwest.

THE ANZEIGER DES WESTENS is always ready and willing to prove by a
comparative investigation of all books—not of cash books only, which
may be doctored—not by affidavits, which some persons with an
elastic conscience, and no sense of dishonor, make as easily as eating
a good dinner, but by an investigation of everything, that its circula-
tion is far greater than the circulation of any other German paper in St.
Louis.

JOHN SCHROERS
BUSINESS MANAGER
EMIL CARO
ADVERTISING MANAGER

Anzeiger Association

PUBLISHERS

ST. LOUIS

From Ocean
To Ocean

**The Union
Gospel News**

Finds its Way

Being undenominational and reaching thousands of homes not reached by any other paper of its kind. . . . Advertisers know its value. Published every Thursday. Write for rates.

Address

...The...
Union Gospel News,
Cleveland, Ohio.

**Advertise
Now!**

**BUSINESS IS
WHOOPIING ALONG!**

To reach the residents of
Albany and vicinity

**USE
THE ARGUS**

(Daily, Sunday and Semi-Weekly)

The largest and best papers published at the Capital City of the Empire State.

Rates, sample copies, etc., on application.

THE ARGUS CO.,
Broadway and Beaver Street,
ALBANY, N. Y.

Not Every One
Reads

The
Peterson
Magazine

That would mean

70,000,000
Readers

in the United States
alone.

But many thousands of people with money to buy what they want do read THE PETERSON MAGAZINE, and advertisers reap a direct benefit from their announcements in its pages. Advertising Rates, \$80 per page by the year. Half and Quarter pages in proportion.

THE PETERSON COMPANY,
109 FIFTH AVENUE,
NEW YORK.

DO YOU PUBLISH A NEWSPAPER ?

Are you keeping a record of your issues ?

Do your actual issues average more than a thousand copies ?

If so, you can have the exact figures inserted in the American Newspaper Directory for 1897, showing the actual average issue or sale during the entire year 1896. It will cost you nothing—provided you furnish the requisite information, duly signed and dated, and in a form that will insure the information being definite.

Circulation statements to insure attention should cover every issue in 1896, and be sent in not earlier than January 2d or later than January 16th, 1897.

All communications should be addressed

Editor AMERICAN NEWSPAPER
DIRECTORY,

10 Spruce Street, New York.

We take Pride

In the fact that every statement we make in our advertisements concerning our machines we can substantiate. That is the reason why it will pay you and pay us to have you investigate



the "New
Model"
Web

and the
"Century"
Pony.



For your Newspaper and
for your Job Department a
model equipment.

**Campbell Printing
Press & Mfg. Co.**

6 Madison Avenue, New York
334 Dearborn Street, Chicago

SPIRITUALIST PAPER

Light of Truth.

Established 1886.

Circulation 27,000 WEEKLY.

SEND FOR SAMPLE COPY.



FRANK E. MORRISON,

Publisher's Special Agent,

TEMPLE COURT, New York.

BOYCE BUILDING, Chicago.

LYNN S. ABBOTT, in charge Chicago Office.

A Paper Sandwich



Ever hear of such a thing?
A Clean Evening Paper like

The Standard Union

Is brought right into the dining-room and read between bites at the tea table. The Standard Union gets into the good graces of its feminine readers and finds an open door to the best homes of Brooklyn. While we think of it, might as well call your attention to the fact that it would pay you to advertise in it, if you've got the sort of goods our readers are likely to want.

An Advertiser

Can now reach as many or more Iowa readers by using

THE DES MOINES

DAILY NEWS

As he can by using any three other Iowa dailies.

Duplication of circulation can *not* enter into the sworn average (printed and sold during October, 1896) of **15,601** per day.

Sworn average for six months ending October 31, 1896, 15,295.

THE DAILY NEWS, Des Moines, Iowa.

A Jump into Prosperity

Marvelous record of the St. Louis Star.

★ ★ ★

At one bound the St. Louis Star has become the leading afternoon newspaper of St. Louis, first in local circulation, ahead in influence.

★ ★ ★

Another new press, a Goss three decker, has just been ordered, the second within a year, so heavy have been the circulation gains.

★ ★ ★

The St. Louis Star carries more display advertising than any other local paper.

★ ★ ★

To cover St. Louis, you must use the

STAR

★ ★ ★

SEE EIKER About Rates.

11 Tribune Building, New York.



The Peoria Evening Times



is the best exponent of clean, progressive, modern, one-cent journalism in the State of Illinois outside of Chicago.

It is the kind of paper that gets at consumers and pays advertisers.

Rates firm, but not high.

150 Nassau,
New York.

Peoria,
Ills.

177 La Salle,
Chicago.



The Evening Wisconsin.

FIFTIETH YEAR.

MILWAUKEE, OCTOBER 1, 1896.

THREE CENTS.

Circulation for Nine Months.

STATE OF WISCONSIN, }
 Milwaukee County, } ss.

P. D. O'Brien, being duly sworn, says that he is now, and has been for seventeen years, foreman of the newspaper pressroom of the EVENING WISCONSIN, and has had charge of the presses and paper used in printing the EVENING WISCONSIN; that he knows of his own knowledge that the average daily circulation of the EVENING WISCONSIN for nine months, from January 1st, 1896, to October 1st, 1896, was seventeen thousand nine hundred and twenty-two (17,922) copies.

The average daily circulation of the EVENING WISCONSIN for the month of September, last past, was eighteen thousand seven hundred and seventy-two (18,772) copies.

P. D. O'BRIEN.

Subscribed and sworn to before me this 1st day of October, A. D. 1896.

W. A. BOOTH,

Notary Public, Milwaukee County.

No other daily newspaper in the State of Wisconsin ever printed so large an average daily circulation for a month or for nine months.

Agreeably Disappointed

In the production of artistic printing there is nothing of more importance than a finely ground and thoroughly mixed ink. The *Tribune* has received a shipment of inks from P. I. Jonson, No. 8 Spruce street, N. Y. These inks have been put to a thorough test and have given us perfect satisfaction. We admit that it was with some feelings of doubt that we placed our order, owing to the requirement of cash with order and the strong claims made for the inks. But since receiving and trying them we unhesitatingly say they are equal to any inks we ever saw sold at twice the price. When you want the very best printing be sure you require it done with Jonson's Inks.

—*Brownsville (Tenn.) Tribune.*

The majority of the printers who have not tried my inks feel as Mr. S. M. Taylor, of the *Brownsville (Tenn.) Tribune*, felt before he used them: "That they were not as represented." I have sold to over four thousand (4,000) printers and publishers in this country, and have received duplicate orders from over ninety (90) per cent of them. This only proves that my inks are worth using, not considering the money saved. I defy any of my competitors to make any such showing, and the most remarkable part of my trade is that not an ounce of ink ever left my establishment without my first receiving the money. If my inks are not found satisfactory, I always buy them back. I trust no one. I keep no books. My prices are the same to the small printer as to the large one. I sell the finest job ink ever produced for 25 cents a $\frac{1}{4}$ -lb. can, with the exception of Bronze Reds, Carmines and Fine Purples. For these I charge 50 cents a $\frac{1}{4}$ -lb. can. My News Ink (best in the world) is sold at 6 cents a pound in 25-lb. kegs and 4 cents a pound in 500-lb. barrels. Send for my price list.

Address

Printers Ink Jonson,
8 Spruce Street, New York.

Do you want

to reach the householders of

The National Capital?

If so, use the advertising columns of

**The Washington
Evening Star**



The Star is the one favorite family newspaper of that place. It is delivered regularly, by carriers, to

—96 $\frac{2}{3}$ —

per cent of all the houses in the city occupied by white persons ; and, considering the extent and superior quality of its circulation, its advertising rates are as low as those of any paper in the United States.



New York Representative,

L. R. HAMERSLY,

49 Potter Building.



The Value of POPULARITY—



Is a good thing to consider in placing an advertising contract. Whether or not a newspaper possesses the confidence of its readers has a great deal to do towards bringing results to investors in advertising space, and this element should be placed closely to the circulation basis of figuring.

THE KANSAS CITY TIMES

Possesses in a marked degree the confidence of the people of the Southwest. It is the only Democratic daily of the metropolitan class west of St. Louis, covering Western Missouri, Kansas, South-eastern Nebraska, Oklahoma and Indian Territory. It has a guaranteed circulation of more than

21,000 copies daily

Its advertising rates are low and it does bring good results to advertisers.

Send postal card for sample copy and advertising rates to





Many Successes. ❁❁

have been made in advertising by
some of the largest concerns in
America, who used the ❁❁❁❁

STREET CARS. ❁❁

exclusively.

If you have the right article you
can do the same. Write us about it.



GEORGE KISSAM & CO.,
253 Broadway, New York.



If you want to
Know more——

Write us.



We allude to
Street Car——
Advertising.



George Kissam & Co.,
253 Broadway, N. Y.

For a check for \$50 we will
insert ten lines in

One Thousand American Newspapers

of our own selection, and send it out the very day it comes to hand. The advertisement will appear in a full thousand distinctly separate Newspapers; files of all of which may be examined by the Advertiser if he so desires. Ten lines will accommodate about 75 words.

1,000
Weekly Newspapers
For \$50

THE GEO. P. ROWELL ADVERTISING CO.